

WPP Sports and Entertainment Companies Form Strategic Alliance

3 May 2005

141 Worldwide North America and Premiere Sponsorship Marketing (PSM) announced today the launch of 141 Premiere Sports and Entertainment. This joint venture combines the sports and entertainment expertise of 141 Worldwide in North America, a multi-disciplined marketing services company focused on transforming consumer behaviour, with the strategic sports experience of PSM, a London-based sponsorship marketing consultancy. 141 Premiere Sports and Entertainment features full-service offices in New York, Pittsburgh, Chicago, Honolulu and Toronto; as well as field-marketing offices in 8 other regional locations across North America. Recent assignments include work for blue-chip clients like Motorola, Kraft and Unilever; and on properties like Lemony Snicketts and Radio Disney; the Sony Open, Turtle Bay Championship and 84 Lumber Classic; the Indy Racing League; the NCAA; the NFL; and Minor League Baseball.

Jay Farrell, President and Regional Director for 141 Worldwide in North America, says of the new venture, "The world of sports and entertainment is one marketing space that truly knows no boundaries. This new global alliance will allow us to provide clients with worldwide efficiencies, and better enable us to deliver unique worldwide insights, thanks to jointly-funded consumer research tools built with information from 500,000 interviews involving 18,000 brands."

Jim O'Toole, CEO of PSM is equally bullish about this new offering; "This is an exciting partnership which allows both parties to benefit from access to each other's specialist skill sets, research tools and geographic familiarity which can now be offered to our respective client bases. We can now offer our European and global clients access to genuine North American solutions across all the major US sports and lifestyle platforms."

PSM, whose clients include Manchester United Football Club, TNT, Castrol, Nikon, the BMW.Williams F1 team, and the Central Office of Information, recently announced the launch of Premiere Pangulf Sponsorship Marketing (PPSM), PSM'S partnership with Bates Pangulf Group covering the Middle East and North Africa out of Dubai.